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**DESIGN EXAMPLES**

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WELCOME TO THE NEW DEMAND MEDIA BRAND GUIDELINES. THESE GUIDELINES EXIST TO MAKE US LOOK CONSISTENTLY AWESOME! FOLLOW THESE GUIDELINES AS YOU CREATE MARKETING MATERIALS, INTERNAL AND EXTERNAL COMMUNICATIONS.

OUR DESIGN FOUNDATION

Our brand is more than our logo. It is a design scheme made up of a number of core elements and guiding principles that combine to create a distinctive look and feel that is immediately recognisable as Demand Media.

This guide will help to familiarize you with the core brand elements to assist you in designing and producing dynamic and powerful communications with a degree of flexibility.

If unsure, just ask us at brand@demandmedia.com (We don’t bite).
WHAT WE’RE ABOUT

Our new brand identity is all about demonstrating how Demand Media is a touchpoint in people’s real lives.

We connect people to content that’s relevant to them. We connect businesses to the web. We connect brands with people and people with brands.

Every second of every day people click, swipe, and tap into Content For Real Life on one of our sites. More than 100 million people come to us every month—that’s more than 1 in 3 Americans online. We’re there to help them navigate their lives, satisfy their cravings, explore their interests, and expand their horizons.

We also give businesses the power to connect with their audience in more meaningful ways—through websites, through advertising solutions, and through social conversations.

This is what our branding is all about—connecting, serving as a touchpoint, and meeting people where they are.
IDENTITY

THE LOGO
OUR LOGO

Here it is again—our logo. Our logo is the most visible element of our identity—a universal signature across all Demand Media communications. It’s a guarantee of quality that unites our diverse products and services.

We use the same version in print, on screen, and on the side of our buildings. It’s simple. Easy to understand. No drop shadows, no glossy reflections, no flashy graphic effects.

Our logo is a bold, simple, graphic statement. It signifies a touchpoint, and a connection.

The logo is made up of two elements: the symbol and the logotype.

While it is a simple logo, we must treat it nicely. The following pages cover the correct usage to ensure the logo always looks its best.
EVERYONE NEEDS A LITTLE PERSONAL SPACE

LOGO CLEAR SPACE

To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space—free of type, graphics, and other elements that might cause visual clutter—to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.

When the logotype or full name is used, a clear space of 50% the symbol's height should be maintained.

In special circumstances when a 50% clear zone isn’t available or possible, use the second option of 25% clear space.

Note: the logotype typography has been carefully spaced, and should not be changed, or re-typed. The ‘D’ and ‘M’ are vertically aligned, in addition to the ‘a’ and ‘e’.
EVERYTHING IN ITS RIGHT PLACE

LOGO CLEAR SPACE

We like to avoid placing the logo smack dab in the middle of an area.

On any given format—landscape or vertical—the preferred logo placement is in any corner position, or center aligned at the right or left.

Center position.

Corner position.

Centering the logo looks generic and predictable

Much better
GOOD THINGS COME IN SMALL SIZES

MINIMUM LOGO SIZE

There are no predetermined sizes for the Demand Media logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo. In print the minimum size is 0.8”.

For digital uses the minimum size for the standard logo is 100 pixels. 100 pixels is the smallest size apart from when using an ICO. There is a specific file for ICO’s which is a 16px tall file.

HELP US KEEP OUR LAWYERS HAPPY

USING THE REGISTERED LOGO

To protect our logo we use a Registered symbol alongside our logo. This is used in all major outward-facing brand communications, such as our website and advertising. For internal communications, and branded promotional items—such as notepads, T-shirts, water bottles—the standard logo can be used.

The registered logo has been created in two sizes - large and small. The large scale version will cover most uses, and the small scale version is intended mainly for use on the web.
PICK A COLOR
ANY COLOR

Our logo or background color may be any color within the Demand Media color palette. Contrast is important—use a white logo on color backgrounds and a color logo on white backgrounds.

See pages 21 & 22 for detailed color information and color values.
MONOCHROME LOGOS

The preferred color for our logo is in one of our vibrant colors. In some cases, a full color logo may not be practical or possible due to limitations in printing. For these instances we may use a gray version (made as a 75% tint of black) or a one-color black or white logo.

BACKGROUND IMAGES

Our logo may also be used on an image background with sufficient contrast. Use an all-gray logo for use on light colored backgrounds, and an all-white version for dark backgrounds.

When placing the logo onto imagery, please ensure that it is placed within an uncluttered image area to allow for maximum legibility and visibility.
PLEASE DON’T...

To maintain the integrity of the Demand Media logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the Demand Media logo that should be avoided.

DON’T create a logo lockup with text
DON’T rearrange the logo elements.
DON’T change the proportions between the symbol and logotype
DON’T rotate the logo
DON’T stretch the logo
DON’T create a gradient logo
DON’T mix colors from the palette
DON’T use non-approved colors
DON’T outline the logo
DON’T add a drop shadow to the logo
DON’T add reflections or any other graphic filters to the logo
DON’T use the symbol as a holding shape for imagery or graphics
DON’T create a pattern with the logo
DON’T place the logo on a color without sufficient contrast
DON’T use gray or black on a color background
DON’T use over a busy image
DRIVEN BY...

ATTRIBUTION BADGE

We have created these attribution badges to help strengthen and build equity in the masterbrand, and to create a clear relationship between Demand Media and the various sites we own, operate, and for which we generate content. Used consistently and accurately, this badge will build awareness for our brand across our entire network.

Built from our primary logo, this badge includes the moniker “Driven by” as an indication of the role Demand Media plays regarding our various properties and content creators.

Our logo color palette has been designed to adapt to a variety of applications. When using the attribution badge, choose the color logo that closest matches or compliments the website it appears on. For example, Livestrong.com features a yellow color palette, so a yellow attribution badge should be used. eHow.com features a green color palette so a green attribution badge should be used.

Examples are shown on page 14.
Cracked.com – Dominant website color, Red > Red Demand Media Logo > Primary placement

eNom – Dominant website color, Blue > Blue Demand Media Logo > Secondary placement

Livestrong – Dominant website color, Yellow > Yellow Demand Media Logo > Primary placement

IndieClick – Dominant website color, Yellow > Yellow Demand Media Logo > Secondary placement

There may be instances where the background color of a website doesn’t sit comfortably with the Demand Media approved logo colors, or does not provide enough contrast to render the logo legible (examples below). In these cases and all white or all gray logo should be used.

Illegible Use White logo

Color clashes Use Gray logo
FILE FORMATS

Our signatures come in a variety of formats for use in a range of applications. On this page, each file is categorized using the naming key listed below. Use the PNG logos for all screen-based applications, such as PowerPoint and the web. For print applications, use the Illustrator artwork with the EPS extension.

To obtain digital artwork, please contact brand@demandmedia.com.

### File naming key

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>DM</td>
<td>Demand Media</td>
</tr>
<tr>
<td>Primary</td>
<td>Main logo (not registered)</td>
</tr>
<tr>
<td>Reg</td>
<td>Registered logo</td>
</tr>
<tr>
<td>Small</td>
<td>Small scale use logo</td>
</tr>
<tr>
<td>Attribution</td>
<td>‘Driven by Demand Media’ version</td>
</tr>
<tr>
<td>RGB</td>
<td>RGB color</td>
</tr>
<tr>
<td>CMYK</td>
<td>CMYK color</td>
</tr>
<tr>
<td>Pantone_U</td>
<td>Uncoated Paper application</td>
</tr>
<tr>
<td>Pantone_C</td>
<td>Coated Paper application</td>
</tr>
<tr>
<td>Darkblue</td>
<td>The darker blue logo</td>
</tr>
<tr>
<td>Lightblue</td>
<td>The lighter blue logo</td>
</tr>
<tr>
<td>Darkgreen</td>
<td>The darker green logo</td>
</tr>
<tr>
<td>Lightgreen</td>
<td>The lighter green logo</td>
</tr>
<tr>
<td>Yellow</td>
<td>The yellow logo</td>
</tr>
<tr>
<td>Red</td>
<td>The red logo</td>
</tr>
<tr>
<td>Gray</td>
<td>The gray logo</td>
</tr>
<tr>
<td>1 color</td>
<td>One color logo (black)</td>
</tr>
<tr>
<td>Rev</td>
<td>Reversed logo (white)</td>
</tr>
</tbody>
</table>

### For Print:

#### Primary logo

Folder location: Print > Pantone_U
Print > Pantone_C
Print > CMYK_U
Print > CMYK_C

Filename example: DM_Primary_Pantone_C_Darkblue.eps
(color name varies for each logo color)

#### Registered logo (Reg)

Folder location: Print > Reg_Pantone_U
Print > Reg_Pantone_C
Print > Reg_CMYK_U
Print > Reg_CMYK_C

Filename example: DM_Reg_Pantone_C_Darkblue.eps
(color name varies for each logo color)

#### Attribution logo

Folder location: Print > Attribution_RGB

Filename example: DM_attribution_RGB_Darkblue.png
(color name varies for each logo color)

### For Screen:

#### Primary logo

Folder location: Screen > RGB

Filename example: DM_Primary_RGB_Darkblue.png
(color name varies for each logo color)

#### Registered logo (Reg)

Folder location: Screen > Reg_RGB

Filename example: DM_Reg_RGB_Darkblue.png
(color name varies for each logo color)

#### Attribution logo

Folder location: Screen > Attribution_RGB

Filename example: DM_attribution_RGB_Darkblue.png
(color name varies for each logo color)

### Reversed logos (for use on black websites)

Folder location: Screen > Attribution_RGB_Rev

Filename: DM_attribution_RGB_Rev_Darkblue.png
A FRIENDLY FACE

GOTHAM ROUNDED IS OUR TYPEFACE. WE USE IT IN TWO WEIGHTS—BOLD AND MEDIUM.

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.
OUR TYPEFACE: USE IN PRINT

Gotham Rounded Bold is used for all headlines and titles.

Gotham Rounded Medium is used for the Demand Media logotype. It should also be used for all standard body-copy.

Gotham Rounded is designed and distributed by New York type foundry Hoefler & Frere-Jones. It can be purchased directly here.

GOTHAM ROUNDED BOLD
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,.;)

GOTHAM ROUNDED MEDIUM
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,.;)
OUR TYPEFACE: USE FOR WEB

Since Gotham Rounded is currently not available as a webfont, we have substituted it with a close alternative called Proxima Nova Soft.

As with Gotham Rounded, we use the Bold weight for headlines, and Medium for body copy.

Proxima Nova Soft Medium and Bold can be purchased directly here.

SECONDARY TYPEFACE: USE FOR POWERPOINT

In cases where a standard system font is required—such as sales presentation Powerpoint documents—Arial Regular and Bold should be used.

PROXIMA NOVA SOFT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!+/(.;:)

PROXIMA NOVA SOFT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!+/(.;:)

Arial / Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
TYPESETTING GUIDES:

Typography is always ranged left. This provides the eye with a constant starting point for each line, making text easier to read. The only exceptions are when typesetting headlines with the Demand Media arrowheads (see page 25).

When typesetting headlines, the leading should be 15% larger than the type size. To calculate this, multiply the type size by .15 and add the result to the type size.

When setting body copy, the leading should be 25% larger than the type size. To calculate this, multiply the type size by .25 and add result to the type size. All type should be be set to -20 tracking.

Body column width should ideally be between 7-9 words long.

DEMAND MEDIA, CONTENT FOR REAL LIFE 10/11.5

As dollestiatum con pratem dolupta dolor sint molessendam, idus minctas sunteni mpores et voluptiant quat hiliquam non pel minctisite oditas adis ent eicimpo riteces equisitibus arumend ererchitem quidero reperum quiatur sequias etum ni re est que endi cuptat. 10/12.5

DEMAND MEDIA, CONTENT FOR REAL LIFE 15/17.25

As dollestiatum con pratem dolupta dolor sint molessendam, idus minctas sunteni mpores et voluptiant quat hiliquam non pel minctisite oditas adis ent eicimpo riteces equisitibus arumend ererchitem quidero reperum quiatur sequias etum ni re est que endi cuptat. 15/18.75

DEMAND MEDIA, CONTENT FOR REAL LIFE 20/23

As dollestiatum con pratem dolupta dolor sint molessendam, idus minctas sunteni mpores et voluptiant quat hiliquam non pel minctisite oditas adis ent eicimpo riteces equisitibus arumend ererchitem quidero reperum quiatur sequias etum ni re est que endi cuptat. 20/25
PICK A COLOR
ANY COLOR

OUR CORE COLORS ARE WHAT GIVE US OUR PERSONALITY. WE’RE BRIGHT, BOLD, AND COLORFUL.

Up until this page, you’ve been seeing an all-gray logo. But an all gray logo would be a bit boring, right? The Demand Media logo can in fact appear in one of six vibrant colors. And there’s a dark gray color for our typography, and for instances where a color logo is not appropriate.

As you can see, our colors are VIBRANT. When using the colors in print, it is important to always seek to use Solid Pantone inks. This way, all of our materials will be consistent, and our colors look vibrant. These same vibrant colors cannot be achieved using standard CMYK printing. Only use CMYK colors when absolutely necessary.

Please note, when printing certain colors onto coated or uncoated paper, the Pantone color specified differs. Please refer to the color breakdowns on this page.
SECONDARY COLORS

Our color palette is bold, and in certain instances it can appear too bold. So we’ve created 6 additional pale colors that can be used to support the primary color palette. These secondary colors should only be used when absolutely necessary. Our preference is to only use primary color palette across most communications.

Secondary palette—When to use:
• Charts or infographics
• More expressive graphic communications (such as posters)
• Presentation slide backgrounds

How to use them:
• Only use neutral colors for presentation slide backgrounds.
• Never use the secondary colors on their own. They should only be used to complement the core colors.

Examples of our color palette in use can be seen on pages 31 and 32.

Please note, when printing certain colors onto coated or uncoated paper, the Pantone color specified differs. Please refer to the color breakdowns on this page.
FOLLOW THESE DIRECTIONS

GRAPHIC ARROWHEADS

Our graphic identity is more than just our logo, typeface, and colors.

An important part of our graphic look and feel are the use of arrowheads. The arrows are derived from our logo, and signify connection and action.

Used alongside our bold color palette and angled headline typography, the arrows provide a bold and engaging graphic look and feel to all our communications.

The following pages explain how the arrowheads should be used with typography, color, and photography.
**GRAPHIC ARROWS: TYPE ALIGNMENT**

When typography interacts with the arrows, there are specific rules that apply.

The examples on this page show the various ways in which typography relates to the arrows.

Typography blocks should always relate to the 90° right angle created by the arrows. Depending on the rotation of the arrows, typography will vary from left aligned, to right aligned. Typography can also be rotated 45° clockwise, anticlockwise, or remain straight as shown in these examples.

The following pages provide some detailed guidelines.
GRAPHIC ARROWS: TYPE ALIGNMENT & ANGLES

Left alignment

Blue lines represent a clear space border. The width of the border is equal to 12% total width of the arrow.

Right alignment

When placing text within the arrows, the typography layout will vary depending on the orientation of the arrow, and the amount of text within the arrow. Please follow the guides below, and on the following pages.
GRAPHIC ARROWS: TYPE SIZE & LINE COUNT

Left alignment
3 lines of type

4 lines of type

5 lines of type

6 lines of type (maximum)

Right alignment
3 lines of type

4 lines of type

5 lines of type

6 lines of type (maximum)
**GRAPHIC ARROWS: OUTSIDE TYPE USAGE**

As well as inside the arrows, typography can be placed outside of the arrows.

The typography alignment should always relate to the right angle created by the arrows.

Examples are shown here and on page 33.
GRAPHIC ARROWS: USING CROPS AND ANGLES

The Demand Media logo, and individual graphic arrows can be cropped in different ways to create dynamic layouts. Some simple examples are shown here.

The arrows can appear in a variety of layouts and directions to suit the needs of the layout. The arrows can be rotated 90° or 45°.

The arrows can either be used as a pair (facing each other) or as standalone directional arrows.

When using as a pair (examples 1, 3, 5 & 6) the distance between the arrows should always remain the same. Please do not move arrows closer together, or further apart.
GRAPHIC ARROWS: USING ARROWS AND TYPOGRAPHY

An Adobe Illustrator file containing various graphic arrow layouts can be found in the brand assets folder:

Filename: DM_arrow_crops.ai

This file contains multiple editable layouts. These will give you a starting point for creating layouts.

Please note, you will need Adobe Illustrator to edit and create design layouts.

Also note, you will need the font Gotham Rounded Bold installed to edit the text.
**USING COLOR: DOs**

We have a vibrant color palette so we need to be careful when using it to avoid clashing colors.

Some general rules when using color:

When using our color palette, try to stick to using a core color + white.

(see example 1)

When using two colors together, pick a complimentary palette, such as two blue shades, or two green shades

(see example 2)

You can use secondary colors to complement core colors, but as outlined above, the colors should be complementary.

(see example 2)

Please only use two colors together in addition to white.

(see example 3)

If in doubt, keep it simple.

1. **DO** use our base colors with any white arrows

2. **DO** use colors that complement each other

3. **DO** use colors that complement each other

Below are some approved color combinations. Please note, some of these utilize our secondary pale colors.

Above: Any mix or core color + white is encouraged.

Above: When mixing core colors, stick to blue and green.

Above: Use secondary colors to complement the core palette.
USING COLOR:
DON’Ts

The examples on this page show how not to use our colors. In fact they are so garish you need sunglasses just to look at them.

- DON’T use clashing colors
- DON’T use color combinations that are illegible
- DON’T use 3 varying colors for all graphic elements

Avoid these color combinations – They clash and many are difficult to read.
GRAPHIC ARROWS: USING PHOTOGRAPHY

Photography can either be placed within the arrows, or can be used full bleed with the arrows on top of the image.

When placing images within the arrows, please be mindful of composition. Do not crop out important parts of the image (such as faces) and ensure that the outline shape of the arrow is always clearly visible.

Some hypothetical examples are shown on this page.
WHAT’S THAT YOU SAY?

SPEECH BUBBLE GRAPHIC

In addition to the core arrowhead shapes, there is a ‘speech bubble’ shape that can be used in graphic layouts.

The speech bubble shape should always contain typography, and should never be used as a standalone shape.

Please refer to the guidelines on this page that outline the correct distance relationship between the typography and the speech bubble.

An Adobe Illustrator file containing the speech bubble can be found in the brand assets folder:

Filename: DM_speechbubble.ai

Please note, you will need the font Gotham Rounded Bold installed to edit the typography.

To calculate the correct distance relationship from the type block to the speech bubble, divide the height by 10%. This will give you the correct border width.

Distance = 10% of X

Height of Speech bubble = X
PRETTY PICTURES

PHOTOGRAPHY USAGE

Our photography captures a slice of everyday life. It’s never fake or frivolous. It should make you feel like you are right there in the room. It’s about telling stories through personalities, interactions, and experiences. So it feels real, honest and straightforward.

OUR APPROACH TO PHOTOGRAPHY

• natural and relaxed—not posed or artificial
• everyday and honest—something we can all relate to in real life (with ‘warts and all’, our coffee cups are dirty, our boots have mud on them, our shirts wrinkled—this makes them more believable)
• personal and engaging—capturing emotions and intimacy.
• sometimes funny. Real life can be a little weird, goofy, and funny. We’re not afraid to celebrate that.
PHOTOGRAPHY USAGE

Further examples.
PHOTOGRAPHY
DON’Ts

DON’T use images where people are posing, or are used as props like in a catalog.

DON’T use interior design that is not lived-in, or is contrively staged.

DON’T use flat, cold lighting.
THE MAKING OF AN ICON

A number of icons have been designed to communicate the many different types of content we produce, and the many different audiences we reach.

But please use the icons with restraint. Yes, they’re cute, but please don’t sprinkle them on every brand communication. They are there to support specific themes in marketing communications.

The icons can appear in any of our primary colors.

Please refer to the basic guidelines on page 42.

All of these icons can be found in the file: DM_all_icons.ai
STYLE

- T-shirt
- Umbrella
- Bottle
- Bag
- Dress
- Hanger
- Hat
- Sock
- Sock
- Hairdryer
- Cufflink
- Briefcase
- Bow
- Diamond
- Button
- Lipstick
PLEASE DON’T...

Please follow the guides below to keep us looking our best.

- DON’T squeeze text inside of the icons
- DON’T place icons within other icons
- DON’T overlap icons
- DON’T add drop shadows
- DON’T replace letters with icons
- DON’T rotate icons unless 90° or 45° as part of a group (see right).

PLEASE DO...

Here are some examples of icons used in a thoughtful way.

- DO group icons together into compositions, but please keep to 90° or 45° rotation of icons.
- DO use them next to text or call-to-action.
Dear Name,

Pudis ea coreper esequia estrunt isitam expliquiam autem rempostinis voluptatur, omnis imus rest, coribus re nis et di ai dotensione venor magnemos int euentur silenti onsequam ut magnit aut volem aut quiaep iboculique none vole optibus exeratam dusam quam fugam.

Ita denda nonectem eum volo blatebl beatibus elis ra quae magnatur sordine ni in consecpaent fugitibus, atur, omnis imil et quatoribus dotpectate moluptapex bea-
tas sed mi, sapit quia nobilis sinusae cor aut evils estum, aute volorempa quis etumiam hitatur apercur tortulos aciles ealtur seque ilibos cusam incia qusaeotota sector antgeni dit, ipam am, odiltempepe ubi iliaspemor exerciae sinia dors un exestium veni dellet, quia ne duilitatua duci num ant eum quae abo.

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Occae poruem qui dem. Ilas et autam facae facioc ipiciam eebendi abitumiru inci
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Helvetica Regular
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Regard,
John Smith

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Mr John Smith
Company Title
340 Bryant Street
San Francisco
CA 94107
USA
Date: 03.05.2011

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Occae poruem qui dem. Ilas et autam facae facioc ipiciam eebendi abitumiru inci
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Helvetica Regular
10pt on 13pt linessaping

Regard,
John Smith

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moluptibus re, occupilata vitatem quo official volorbuscam comminonamrulam
ape sii, quia aut dolore por at quemam omnis magmri, nem facerem tem arta haria sequaeeius am res in cono statemque ut il mince nulae mipsiwse quiasquor du-

Helvetica Regular
10pt on 13pt linessaping

Regard,
John Smith

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Helvetica Regular
10pt on 13pt linessaping

Regard,
John Smith
BUSINESS COMMUNICATIONS — DIGITAL

Dear Sir,


Best Regards,

Nest

From: John Smith
Subject: Brand Guidelines
Date: May 25, 2011 10:14AM GMT
Cc: Peter Luttrell

Peter Luttrell
SVP Ad Solutions & Brand Management
Demand Media
1333 2nd Street Ste 100
Santa Monica, CA. 90402
www.demandmedia.com
peter.luttrell@demandmedia.com
310.917.6438

Arial Regular and Bold
12px typesize
14px linespacing
Color
R 102
G 110
B 118

Horizontal lines:
Repeated em-Dash
(Option key plus ~)
Color
R209
G211
B212

Horizontal lines should be at a length, depending on the staff name and title (longest line)
WEBSITE

**CONTENT FOR REAL LIFE.**

Demand creates content that is relevant to users. We also connect brands with people and people with brands.

**ACHIEVE HEALTH AND**

Demand Media and the LIVESTRONG Foundation envisioned LIVESTRONG.COM as the definitive destination for those who want to build their own healthy living success story. We believe that everyone should feel empowered through food, fitness, and inspiration to pursue their best life because eating well and staying active are critical components in preventing cancer and fighting other illnesses.

**SMART CHANGES. BIG IMPACT. DARE TO CHANGE YOUR LIFE.**

LIVESTRONG.COM is home to an extensive library of health, fitness and nutritional videos and...
INTERNAL PRINT

Shown on the following pages are hypothetical examples, showing the brand identity applied across various materials.

New Employee Handbook: Embossed arrows onto neutral kraft card

Annual Report cover:

Notebook: The arrow has been adapted to create a pencil
INTERNAL WALL GRAPHICS

POSTER

TOTE BAG
DESIGN MATTERS

If you’ve just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our Demand Media communications will be stronger for it.

If you ever have additional questions about our visual identity and its application in design, don’t hesitate to contact brand@demandmedia.com

Thank you.